



# 2019 MIGRATION ADVOCACY AND MEDIA (MAM) AWARDS

**PRIMER**  
2019 Edition



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In recognition of the significant role of the media in information dissemination and advocacy of migration and development, the Migration Advocacy and Media (MAM) Awards was conceived in 2011 by the Commission on Filipinos Overseas (CFO) for the Celebration of the Month of Overseas Filipinos and International Migrants Day in the Philippines in December every year. Established in 2007 by virtue of Administrative Order No. 202, the IAC is chaired by the Philippine Migrants Rights Watch (PMRW) and co-chaired by the Commission on Filipinos Overseas.

The MAM Awards recognize the positive and significant contributions of media outlets, institutions and practitioners in the fields of print, radio, movie and television, advertising and internet from the government and private media organizations in the Philippines and abroad, in raising public awareness on issues on Filipino migration (i.e., human trafficking, illegal recruitment, brain drain and brain circulation, remittance flows, political crisis, families left behind by migrants, etc.) advocating the cause of Filipinos overseas, or promoting a positive image of Filipinos overseas.

# CATEGORIES OF THE MAM AWARDS

## PRINT JOURNALISM AWARD

is conferred on best print media on issues concerning migration

1. Best magazine /newspaper /newsletter on migration
2. Best book on migration



## RADIO JOURNALISM AWARD

is conferred on best radio program on issues concerning migration

1. Best regular radio program on migration
2. Best radio program that featured migration-related topic /issue /event (episodic)



## TELEVISION JOURNALISM AWARD

is conferred on best television program (talk show, investigative journalism, TV special, TV series or documentary) on issues concerning migration

1. Best regular TV program on migration
2. Best TV (episodic) program that featured migration-related topic/ issue/ event
3. Best TV series that featured migration-related topic/issue/event



## FILM MEDIA AWARD

is conferred on best films and videos (full length or documentary) on issues concerning migration

1. Best film (full length) on migration
2. Best documentary on migration



## INTERACTIVE MEDIA AWARD

is conferred on best web-based publications on issues concerning migration

1. Best website on migration
2. Best blog on migration



## ADVERTISEMENT AWARD

is conferred on best print, radio or TV commercial/ advertisement on issues concerning migration



## ELIGIBILITY

Those eligible for the Awards are media works by government and private media outlets, institutions and practitioners in the fields of print, radio, movie and television, advertising and internet based in the Philippines and abroad, students and Filipinos overseas. Media materials created by and/or upon the sponsorship of IAC members exclusively or directly for the purpose of or in relation to the celebration of the Month of Overseas Filipinos for December 2019, are disqualified from nomination.

## OFFICIAL RULES

### A. Nominations

1. Any person or organization based in the Philippines or overseas, may nominate any qualified agency, entity or individual for the awards. Nominating party may submit more than one entry in each category.
2. Nominations must be made on the prescribed nomination form (downloadable at [www.cfo.gov.ph](http://www.cfo.gov.ph)) and submitted together with an endorsement letter from the nominating party, summary of the entry's outstanding contributions related to migration and development, and other supporting documents (official recognitions, awards, citations, articles, pictures, etc.). All submissions must be written in, or translated into English or Filipino.

### B. Time Frame of 2019 MAM Awards entries

3. All entries must be media works released or published from January 1, 2018 to July 31, 2019.

## EVALUATION CRITERIA

Entries will be judged based on the following criteria:

1. Outstanding contribution in raising public awareness on issues related to Filipino migration
2. Dedication and commitment in advocating for the rights, welfare and well-being of Filipinos overseas and/or their families in the Philippines
3. Significant service in promoting a positive image of Filipinos overseas, and the migration and development nexus
4. Creativity, originality and innovativeness of the media work

### **C. Various Formats of the MAM Awards**

4. Entries to the following categories must be submitted in the following format:
  - a. For print entries, they must be non-fiction and their contents must be supported by facts. Entries for the best magazine, newspaper/newsletter, and book must be submitted in hard copy and a soft copy in CD or USB (if available).
  - b. For radio entries (includes AM and FM radio programs, and radio-programs that are simultaneously broadcasted in TV or via internet), they must be submitted in CD or USB and accompanied by a copy of its summary or complete script (if available). Entries to the regular radio program on migration must contain at least three episodic shows.
  - c. For TV entries, they must be submitted in DVD or USB and accompanied by a copy of its summary. Entries to the regular TV program and TV series on migration must contain at least three episodic shows.
  - d. For film entries, they must be submitted in DVD or USB and accompanied by a copy of its summary or complete script (if available).
  - e. For interactive media entries, they must be published exclusively on the web and submitted with a printed screenshot of the entry as it appears online, the URL and a copy in CD or USB. Website and blog entries must contain at least five (5) articles or posts with minimum of 500 words per article/post.
  - f. Print advertisement entries must be submitted with a copy of newspaper or magazine where it was published or a soft copy of entry on CD or USB. Radio advertisement entries must be submitted in CD or USB and accompanied by a copy of its summary or complete script (if available). TV advertisement entries must be submitted on DVD or USB and accompanied by a copy of its summary.

### **D. Submission of Nominations and Materials**

5. Nominations both from overseas and in the Philippines may be sent directly to the MAM Awards Committee based at the Commission on Filipinos Overseas.
6. All materials submitted for the awards shall become the property of the

IAC. Copyright over the entry and/or its content shall be retained by the writer, producer or other owners as appropriate. The IAC reserves the right to publicize or broadcast the winning entries for its advocacy and any official migration-related activities.

#### **E. Deadline of Submission of Nominations**

7. Nominations should be received by MAM Awards Committee on or before 15 September 2019. Failure of submission of complete documents is a cause of disqualification of the nominee.

## **PANEL OF JUDGES AND EVALUATORS**

The nominees will be screened and evaluated by the MAM Awards Committee composed of representatives from the following organizations:

- Chairperson: Commission on Filipinos Overseas
- Vice-Chair: Philippine Migrants Rights Watch
- Members: Representatives from the IAC  
Representative from the OF sector  
Representative from the concerned media sector

## **AWARDING CEREMONIES**

The results will be released on or before 30 November 2019. The MAM Awards ceremony will be held during the annual celebration of the International Migrants Day in the Philippines organized by the Commission on Filipinos Overseas (on or before 18 December 2019).